

FOX '57 PROGRAM: 50-54 FEATURES

Astral To Handle Ten From Tudor

Ten features, to be made at a cost of \$125,000 each by Tudor Pictures, Inc., starting in January, will be distributed in Canada by Astral Films Limited, it was announced jointly by I. H. Allen, head of the latter company, and Moe Kerman of New York, president.

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CFI May Spread; Re-elect Cowan

Growth of the Canadian Film Institute, a non-profit organization directed by Charles Topshee from Ottawa, may cause it to be decentralized in the future, James Cowan, president, told the annual meeting, held in the National Film Board offices, Toronto, recently.

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OURSLEER'S LIFE OF CHRIST TO BE A TWO-YEAR PROJECT

Twentieth Century-Fox, through a heartening announcement by President Spyros P. Skouras to a press conference in New York, made known its 1957 production schedule, which calls for from 50 to 54 feature productions, among them a two-year project about the life of Christ.

Toll TV Future Bright; Show TV NSG—Fitz

"Pay-as-you-see TV has a tremendous future. We know, through surveys and so on, that if the viewer is offered top-flight entertainment uninterrupted by commercials, he'll be glad to pay the \$1 or so it will cost." That's what J. J. Fitzgibbons, president of Famous Players, told Ron Evans in an Associated Press interview printed by many papers. A \$100 installation fee and a \$5 monthly charge, in addition to the Telemeter coin box, will put any house on the hookup, which is ready and needs only government approval.

"One other system—closed circuit theatre TV—appears unlikely to make much progress," the CP story says. The price of telecasting rights are too high, Fitzgibbons informed Evans, and theatres can't outbid TV.

Toronto, Montreal, Vancouver and other large centres will get toll TV first if okayed, Fitzgibbons said.

Since the company produced 26 pictures this year, the news, which revealed plans for its greatest production activity in 20 years, will do much to bolster the morale of exhibitors, who have been worried about the shrinking supply of screen fare.

It is obvious that 20th-Fox does not intend to depend on a few big pictures for its economic health, although it was the company which led the industry in that direction by initiating CinemaScope some years ago. Its product will again take into account every segment of

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AA Earnings Up; Best Backlog Yet

Entering the 1957 fiscal year "with the largest and strongest picture backlog" in its history, Allied Artists expects sharp increases in its business volume in 1957 and 1958, Steve Broidy, the company's president, stated in his annual report. AA's total gross

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New BC Theatre

DC Theatre Company has opened its third theatre, the Crest, in Dawson Creek, British Columbia. The other two houses, the only ones in the community, are the Vogue and the Northland and both are managed by D. Rosebourn.

PREMIER FROST FOR CPP DINNER

The Pioneer of the Year Award, designated for Oscar R. Hanson by the Canadian Picture Pioneers, will be presented by the Honorable Leslie M. Frost, QC, LL.D, DCL, Prime Minister of Ontario. The dinner will take place in the Crystal Ballroom, King Edward Hotel, Toronto, on November 22. Mayor Nathan Phillips will be among the distinguished guests at the head table and motion picture people from many parts of Canada have made known their intention of being among the 400 who can be accommodated.

A supplementary award will be presented to James A. Whitebone, MBE, Saint John, NB, IATSE representative, for a career of distinction in both the industry and public life. John J. Fitzgibbons, CBE, will place it in his hands after some appropriate words.

A member of the Winnipeg division of the Pioneers will be given the award for the most active branch by Morris Stein, CPP president, who will act as toastmaster.

George Oullahan, co-ordinator of the dinner, feels that the dinner, to be followed by a dance, will provide the most enjoyable time yet. Chet Friedman, heading the ticket committee, urges that you make your ticket arrangements now, for a capacity attendance is indicated.

Fight For 12-Month Biz, Shackelford Urges

The only hope theatres have for fighting TV competition during its peak period—Fall and Winter—is "a steady supply of good pictures," yet the best pictures were being released in the summer to increased grosses, A. W. Shackelford, president

of the Alberta Theatres Association, told the recent annual meeting in Red Deer. "We cannot hope to maintain costly and well-appointed theatres on a part-of-the-year basis; ours must be a 12-month business and we must do everything in our power to make it so," he said. He urged renewed vigor to interest the public.

Drive-in fees charged by the

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Mitzi Gaynor Cast in 'Joker'

Mitzi Gaynor has been added to the cast of Paramount's *The Joker Is Wild*, which stars Frank Sinatra in the title role.

QATI Annual Meeting Date November 28

Annual meeting of Quebec Allied Theatrical Industries has been scheduled for November 28 at the Mount Royal Hotel in Montreal. It will follow by a week the annual conferences in Toronto of the National Committee of Motion Picture Exhibitors Associations and the Motion Picture Industry Council of Canada.

Delegates and observers from QATI, who will bring back the reports of the Toronto meetings, are Doris Robert, Leo Choquette, Bill Lester and John Ganetakis.

TV Actress Signed

Kathy Nolan, New York television actress and model, has been cast by producer Jerome C. Robinson for a leading role in the Sterling Hayden starrer, *The Trial of Benjie Galt*, Grand Production for United Artists, currently being directed by Sidney Salkow.

Miss Nolan recently played the role of Wendy in *Peter Pan*.

Kay Kendall Loaned

The Rank Organization's glamorous Kay Kendall has been loaned to MGM to star as an English ballerina in Sol C. Siegel's production of *Les Girls*.

The charming and vivacious Miss Kendall will sing and dance in the musical, set for a January start, in which Gene Kelly and Mitzi Gaynor are also starred.

PARAMOUNT THIRD QUARTER FIGURES INDICATE DECLINE

Paramount Pictures Corporation reports \$1,742,000 as consolidated net earnings for the third quarter of 1956, which represents 87c per share, including 4c per share non-recurring profit on sale of film, etc. These earnings compare with

\$2,515,000 or \$1.15 per share in 1955. The nine-month figure is estimated at \$6,743,000 compared with \$7,680,000 in 1955—\$3.37 per share against \$3.51. Dividends were based on 1,999,816 shares in 1956 and 2,188,911 in 1955.

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BOXOFFICE

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MEANS
PROFIT



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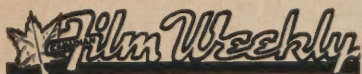
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CFI TO SPREAD

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The meeting approved the changing of the CFI's legal address from Ottawa to Montreal, although its offices will remain in the capital.

The question of national film archives occupied considerable discussion after Cowan revealed that L. W. Brockington and Yousuf Karsh had proposed a special approach. Dr. J. R. Kidd suggested a voluntary committee to work on archive research and that the subject be explored in an article in the CFI's new publication, *Focus*.

The number of film societies affiliated with the CFI has grown to 70, Mrs. Dorothy Burritt reported, and Wm. Graff offered the opinion that film councils and their federations might logically become another CFI division.

Elected to the Board of Directors were James Cowan, Carl B. French, L. W. Chatwin, Leonard B. Headley, W. Graff, Gaudry Delisle, A. L. Hepworth, L. F. MacRae, Peter Cock, Breen Melvin, Dr. L. Hampson, Sir Arthur Elton, H. P. Brown, E. F. Holliday and Dr. J. R. Kidd. Later, the Board met and re-elected the complete slate of officers. They are Cowan, president; Hepworth, vice-president; Delisle, second vice-president; MacRae, honorary treasurer; Romain DesBois, honorary secretary; and Topshee, executive director.

The nominating committee for the Board of Directors recommended that appointments to the nine positions still open on the Board be made by the directors in accordance with the principles of geographic representation.

Batjac To Produce Four Pix For UA

John Wayne's Batjac Productions, Inc., and Arthur B. Krim, president of United Artists, have signed a four-picture releasing contract with the initial production set to go before the cameras early next year on location in Libya and Rome, tentatively titled *The Legend of Timbuctoo*. Wayne and Sophia Loren will star.

The remaining three pictures under the deal will feature top stars and directors with emphasis on authentic on-the-spot locations.

Fox '57 Program

(Continued from Page 1)

the theatre market. Thirty of the films will be major productions and the company's plans call for association with a half-dozen independent producers.

At this point its film about Christ, *The Greatest Story Ever Told*, seems to fit into the super-budget field opened up by *War and Peace* and *The Ten Commandments*. It is an adaptation of Fulton Oursler's popular book, which was read by many millions in volume form or through newspaper syndication, and the price for it as a screen property is said to be \$2,000,000.

Walter Lang will make a film of the script, to be written by four authors representing the major faiths, who will consult with 12 experts, each of a different religion.

The person to play Christ will be sought in a religious seminary and he will return after the picture and never make another. Skouras called the book, which Fox purchased in 1954, "the greatest love story ever produced — it is based on love, not hate."

It will be remembered that Fox made *The Robe*, the first Cinema-Scope picture, which portrayed the events leading to *The Crucifixion*. It was phenomenally successful and helped change the shape of the screen, as well as provide the first major defense against the inroads of television.

Production chief Buddy Adler's own films are an indication of the quality of the program—*Anastasia*, *A Hatful of Rain*, *The Diary of Anne Frank* and *The Jean Harlow Story*. Each name is easily recognized for its immediate box-office appeal. He will also handle *Heaven Knows*, Mr. Allison, for which John Huston will direct Deborah Kerr and Robert Mitchum, and *Solo*, a drama about a jazz musician.

Many of the titles of other films will jump out at the reader, they having been given a special place in public consciousness because of their commanding place in literature or the stage. Charles Brackett will produce *The Wayward Bus*, *A Tree Grows in Brooklyn* and Samuel Shellabarger's *Lord Vanity*. Nunnally Johnson will handle *Oh Men! Oh Women!*, *Three Faces of Eve* and *The Wandering Jew*, the last from the famous Biblical novel. Philip Dunne gets *Three Brave Men* and John O'Hara's *Ten North Fredrick*.

Henry Ephron has some outstanding assignments: *The Desk Set*, *A Certain Smile* and *Can Can*—titles which any newspaper reader will recognize immediately. Boy on a Dolphin, Bernardine and Fraulein are for Samuel G. Engel and Frank Tashlin gets *The Girl Can't Help It*, a Rock 'n Roll comedy, and *Will Success Spoil Rock Hunter*.

Actor director names crop up:

James Mason in *Jane Eyre* and *High Wind to Jamaica*, and Dick Powell in *Getaway* and *The Enemy Below*. Eugene Frenke will also produce *The Townsend Harris Story*. Herbert B. Swope, Jr. has *Three Brave Men*, *The Bravados* and *The Iron Butterfly*. David Weisbart's assignments are *The Way to Gold* and *Brandy for Heroes*.

The Independents will enrich the company's program. Darryl F. Zanuck has *Island in the Sun* and Ernest Hemingway's *The Sun Also Rises*. Jerry Wald will contribute the literary bombshell, *Peyton Place*, *The Turn of the Screw*, *The Sound and the Fury*, *The Hardhats*, *Kiss Them for Me*, *Down Payment* and *Adam and Eve*, which he will make in association with Leo McCarey.

David O. Selznick will remake the Hemingway classic, *A Farewell to Arms*; Rodgers and Hammerstein are to provide their great musical, *South Pacific*; *Conquest* will come from Benedict Bogeaus, *Seawife* from Andre Hakim and *The Circle* from Robert L. Jacks.

Special productions not yet assigned to producers are *Tigrero*, a South American game hunting film; *Iris*, an F. Hugh Herbert comedy; *The Queen of Sheba*, a mighty religious spectacle; *The Lady and the Lumberjack*; *The Song of Ruth*, a religious drama; *Bellevue Is My Home*, a story of the New York hospital; *Harry Black*, a British drama; and *These Thousand Hills*, from A. B. Guthrie's Western novel.

The stars due to appear in the Fox films are the top ones in the industry. The budget, though not given, must be the largest in motion picture history for a year's program.

Jules Schermer Joins WB

Jules Schermer has joined Warners as a producer.

Here Are Toronto Dates For Annual Meetings

Here are the dates for a series of industry events, to be held in Toronto:

November 19 (Monday) — Annual meeting and luncheon of the Motion Picture Theatres Association of Ontario in the King Edward Hotel.

November 20 (Tuesday) — Annual meeting of the National Committee of Motion Picture Exhibitors Associations of Canada in the King Edward Hotel. Evening, 5:30: Variety Club monthly meeting at the Prince George Hotel.

November 21 (Wednesday) and 22 (Thursday) — Annual meeting of the Motion Picture Industry Council of Canada in the King Edward Hotel. Wednesday, 12:30: Luncheon for MPICC delegates hosted by Canadian Motion Picture Distributors Association.

November 22 (Thursday evening, 6:45) — Annual Pioneer of the Year Award Dinner in the Crystal Ballroom of the King Edward Hotel.

The Grey Cup game will be held at Varsity Stadium on Saturday, November 24. Game starts at 1 p.m.



THERE has been considerable discussion about the ability of certain theatres to survive and some speculation as to the number which will disappear in the next few years. Some important people have forecast casualties of anywhere from 25 to 50 per cent. These statements, uttered in good faith, but without attendant explanations, may alienate some of the paying public and mentally depress those presently earning their livelihood in our business.

Over the years a false credo has led many to believe that every motion picture theatre built should prosper and once built should never disappear or be used for any other purpose. This delusion flaunts all the rules of good business. Changing public tastes and countless other factors, including obsolescence, dictate the necessity of fluidity in every enterprise. Unfortunately, our business has recognized this less than any other.

Anyone with a knowledge of the theatres dotted on our vast map can name scores, if not hundreds, of theatres which, over the years, have been built without proper regard to local requirements, location or availability of product. At the best, these theatres could never be better than borderline operations and the drop in attendance caused by a number of new competitive factors, including TV, has forced many into the red. These same contributing factors have mitigated against the obsolescent theatres in which this country abounds.

During the depths of the depression of the early 30's, theatre closings became the order of the day, and it was found that many moderately-sized towns could only support one theatre. Despite modest population growth, some of these very towns now have in operation as many as four or five theatres, as well as one or two drive-ins. Clearly, the situation cried for retrenchment. Yet, theatres, like tradition, die hard and it is amazing that so large a number in this questionable category continue to survive.

It has been suggested that the suburban theatre is finished. Such operations were never profitable in the smaller towns, but one cannot readily accept this statement in toto for larger cities. It is true that the very sub-sub-run is now to be counted.

(Continued on Page 5)

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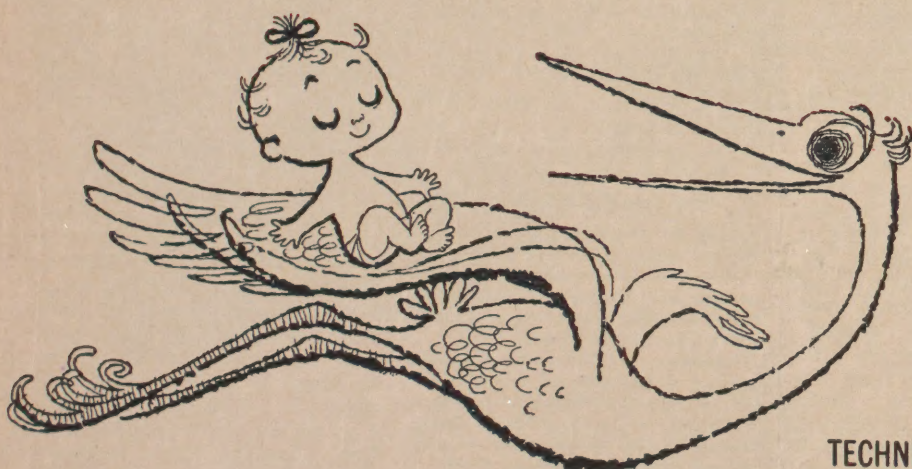
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Melville COOPER **Bill GOODWIN**
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SHORT THROWS

HEADED by Spyros P. Skouras, president of 20th-Fox, a committee has been set up by the Motion Picture Association of America to co-ordinate its business-building campaign. One of the things to be handled by this committee in its effort to boost the boxoffice will be a national Academy Sweepstakes or Oscar Derby, which will be a competition for moviegoers based on Academy Awards.

CONTRACT for providing commercial TV in Wales and Western England may go to a group headed by Senator Rupert Davies, Canadian newspaper publisher and TV station operator, who was born in Wales and maintains a second home in that country. The group, known as Western Television Limited, is one of four competing for the licence and includes in it Edward Hulton, British publisher; Tom Arnold, an impresario; and Lord Aberdare, a former member of the Independent Television Authority.

PRESENTATION of an inscribed wrist watch was made to Julius Androchowicz on his recent retirement as theatre inspector for Northern Saskatchewan. The gift was made at a dinner in the Elite in Saskatoon honoring Androchowicz and his wife, which was sponsored by the Northern Saskatchewan Theatre Exhibitors and Projectionists. Frank Beattie of Kerrobert was the chairman of the affair and Andy Russell of Prince Albert made the presentation.

COMPLETION of the purchase of the entire capital of African Theatres Limited by Twentieth Century-Fox has been completed, Spyros P. Skouras, president, announced in an interim report to the shareholders. Edward F. Lomba, Fox African chief for many years, is now managing director of African Theatres, which embraces 144 theatres and important office buildings. The report also showed that the 26-week earnings of 20th-Fox were down from \$2,790,800 in 1955 to \$2,156,670 and the common share dividend fell from \$1.06 to 82c — even though income, at \$56,030,173, was only \$779,826 smaller. Taxes was the main reason for smaller earnings and dividends.

Joan Blondell Signed

Joan Blondell returns to MGM for *This Could Be the Night*, which also stars Jean Simmons, Paul Douglas and Anthony Franciosa. The comedy-drama, produced by Joe Pasternak and directed by Robert Wise, is now under way.

TEN FROM TUDOR

(Continued from Page 1)

dent of Tudor. In the USA the pictures will go to exhibitors who fell in with his request for "pay or play" flat rental contracts, there being 500 so far of the expected 3,000. In Canada the films will be marketed in the ordinary manner.

Kerman is at present discussing possible production of four of the 1957 films by Hal Roach, Jr., the budget on these being written in at \$175,000 each. The other features will be divided between Hollywood, Mississippi and Arkansas as production locales.

Actually production plans call for from 10 to 20 features and the program will be expanded if other Independent producers decide to come under the Tudor banner.

A number of exhibitors will be members of the board of the company Kerman will organize for production.

The initial ten films will be produced by William L. Nolte from scripts by Paul Leslie Peil and titles of the first eight have been already lined up. They are *Ambush* at Cimarron Pass, *Natchez Trace*, *Blue Chip Badman*, *Feud at Calico Creek*, *Comanche Moon*, *Don Rebel*, *Cajun Fury* and *Big Bend*. These titles are subject to change and names have not been picked as yet for the remaining two films, which will be of the "horror" type.

SIX-MONTH IMMIGRATION UP

Immigrants to Canada in the first six months of the year totalled 69,924 compared with 58,417 a year earlier, the Department of Immigration reported recently in Ottawa.

The figures for the half-year, with last year's figures in parenthesis, showed the following nationalities contributing the major gains:

English, 14,328 (10,311); Irish 3,074 (2,004); Scottish, 4,567 (3,476); Danish, 1,610 (873); German, 10,141 (8,112); Greek, 2,162 (1,397); Italian, 12,457 (12,026); Portuguese, 1,323 (1,143); Swiss, 553 (344); Yugoslavia, 817 (765); Austrian, 1,348 (901); Belgian, 1,098 (621).

The intake of Netherlands remained fairly steady at 4,584 as against 4,553 in the January-June period last year. The influx of Chinese dropped to 1,198 from 1,272.

DUPLESSIS NAMES DIRECTORS

Seven Quebec Government representatives were named to the 21-member board of directors that will be responsible for the construction and supervision of the Montreal Concert Hall. The Government of Premier Maurice Duplessis, who made the appointments, has authorized the contribution of up to \$2,500,000 of the estimated \$6,000,000. The other directors of what will be known as the Sir George Etienne Cartier Centre represent the City of Montreal and the public subscribers.

The seven Government representatives named are Paul Guin, producer of the Montreal Festivals; Robert Letendre, chairman of the Montreal Festivals; Judge Roland Paquette, governor of the University of Montreal; Roger Martel, Montreal insurance man; Rejean Desjardins, Montreal municipal councillor and former president of the Montreal Junior Chamber of Commerce; John P. Rowat, chairman of the Greater Montreal Protestant School Board; and Herbert J. O'Connell, Montreal contractor.

Already named to represent Montreal are Mayor Jean Drapeau, City Councillors Roy E. Wagar, Armand Dupuis and J. Cecil McDougall; Parks Department Director Claude Robillard; Roger Mathieu, newspaperman and labor leader; and Jean Lallemand, industrialist and past president of Les Concerts Symphonique.

Those appointed by public subscribers are Samuel Bronfman, Paul Bienvenue, Gordon R. Ball, Herbert H. Lank, Bartlett Morgan, Honore Parent, QC, and Louis A. Lapointe, QC.

OUR BUSINESS

(Continued from Page 3)

ed out generally because of the theatre's obsolescence and because of the public's desire to see its movies "hot." In many cases the place of such theatre has been taken by the drive-in, of which today there is a plethora, and one drive-in can easily supplant three or four such units. The modern suburban theatre with the necessary attributes and a good "run" rates being around for a long time.

We are presently witnessing the disappearance of theatres now past their "three score and ten" and some which should never have been built in the first place, but we are still a long way from seeing the demise of the motion picture theatre. At the moment few people would consider building new and really modern theatres. This will change and when it does our segment of show business will be in for a new era of excitement. Our business will always need good businessmen and good managers, and those who qualify in this category need have little trepidation for the future.

Marlon Brando In 'Sayonara'

Marlon Brando has been signed by Warners to star in James Michener's *Sayonara*.



JAMES A. WHITEBONE, MBE

Veteran Maritime IATSE official, who will be presented with an ancillary award at the Canadian Picture Pioneers' annual Pioneer of the Year award dinner. Affair will take place at the King Edward Hotel in Toronto on November 22.

Columbia's 'Young Rebels'

Dorothy Green has been signed by Columbia to star in *The Young Rebels*.

UK Trade Talk

The Motion Picture Research Council issues a monthly newsletter designed to keep execs aware of new developments in technology. Member companies and those in allied industries direct information to the MPRC . . . It appears that the BBC will limit itself as to the number of feature films it will show yearly but be free to use any source of supply. Trade organizations asked that it limit itself.

J. Arthur Rank has signed Vancouver actor Philip Gilbert, 24, to a seven-year contract after his appearance on the London stage . . . Robert Goldstein, European production chief for 20th-Fox, said that his company will make 10 quota pictures . . . Many old pre-1950 films have been withdrawn from Italy by the Motion Picture Export Association after a complaint that they glut the market and hinder exhibition of domestic product.

Rock Around the Clock won't be shown in Rank houses, its exhibition having caused so much turbulence among the teen-agers . . . BBC psychologist William A. Belson said that a two-year survey shows that the cinema hasn't felt the full impact of TV yet . . . A London equipment house has displayed a worn and torn seat in its display window, with this sign: "If Entertainments Duty was abolished you would not be forced to sit in seats like this one" . . . Part of UPA's cartoon feature, *Don Quixote*, will be made in London.

News Clips

Sharon Acker, Toronto actress, will appear in the British feature, *Lucky Jim*, which the Boultings plan, with Richard Attenborough and Ian Carmichael . . . Dr. Paul A. Wagner, president of the Film Council of America for the past five years, has resigned and H. A. Tollefson, associate director for four years, will fill the executive vacancy . . . Paul Kelly, 57, who played in about 400 movies, died in Hollywood of a heart attack recently.

Victor Young, who scored *Around the World in 80 Days* and many other fine films, died of a heart attack in Hollywood last week at the age of 56. He was originally a violinist . . . Newest film in the National Film Board's TV series for CBC television, *Perspective*, is Canadian Expatriates. Written by William Weintraub and directed by Don Haldane, it was made by an NFB crew in Paris and London for Julian Biggs, the producer. It shows the Bradens, Beverly Baxter, Mordechai Richler and other Canadian players, writers and artists.

National Film Service will provide physical handling for the films of The Rank Organization in the USA . . . Frederick Productions, Inc. has been founded in New York by Dino de Laurentiis, Italian producer, to co-ordinate American-Italian production deals . . . Louis Schine, 63, operator with his brother, J. Myer Schine, of 100 USA theatres and several hotels, died in New York last week . . . Night Children is the latest NFB *Perspective* subject for CBC TV.

Van Myers, concessions director for Florida's Wometco circuit and first vice-president of the National Association of Concessionaires, will be general chairman for the NAC 1957 convention and trade show. It will be held at the Americana, Miami Beach, on November 17-21, 1957 . . . New customs duties for Britain are negatives free and positives a penny a foot. Removal of the negative tax and emphasis on the positive one is to protect British lab business.

New Adler Song For WB's 'Pajama Game'

Richard Adler, who with the late Jerry Ross wrote the musical score for *The Pajama Game*, has written a new number for Doris Day to sing in the Warner Bros. presentation of the musical hit.

The new Adler song is *The Man Who Invented Love*. It was written especially for Miss Day. It will be heard along with the rest of *The Pajama Game* hit tunes.

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Jaguar Productions Set Three For WB

Alan Ladd's Jaguar Productions has three pictures in preparation for Warner Bros. to follow the currently-shooting *Buffalo Grass*, WarnerColor epic of the West, starring Ladd, Virginia Mayo and Edmond O'Brien.

Next to start is *Off the City Streets*, a dramatic story of juvenile delinquents, now being scripted by Russ Hughes. Ladd will serve as producer, but will not star.

The *Deep Six* follows. Ladd will star in the Navy drama, and Marty Rackin will produce. *Guns of the Timberland* is third. Based on a Louis L'Amour novel, it will star Ladd.

Para's 'The Matchmaker'

Anthony Perkins has been assigned by Paramount to star opposite Shirley Booth in the Don Hartman production of *The Matchmaker*.

Walter Pidgeon Back As Actors' President

All officers of the Screen Actors' Guild were re-elected without opposition recently. The voting was conducted by mail ballot. The officers are: Walter Pidgeon, president; Leon Ames, first vice-president; Dana Andrews, second vice-president; Howard Keel, third vice-president; Robert Keith, recording secretary; and George Chandler, treasurer.

The results were announced at the annual membership meeting in Hollywood, at which it was proposed that a separate contract should be negotiated with film companies for pre-1948 films now sold to television.

Added To 'Story Of Mankind'

Ronald Colman, Hedy Lamarr, Marie Wilson, Charles Coburn and Yvonne De Carlo have been added to the all-star cast of Warner's *The Story of Mankind*.

AA PROFITS UP

(Continued from Page 1)

income, at \$16,977,000 for the fiscal year ended June 30, was \$4,307,000 higher — 34 per cent — than in 1955, with domestic and Canadian rentals having increased to \$13,854,000 from \$9,441,000.

With the company's long-range upgrading program showing its first peak, that of the engagement of *Friendly Persuasion* at Radio City Music Hall, the future is bright. The Gary Cooper-Dorothy McGuire starrer is opening the top exhibition outlets to AA for the flow of major productions to follow and the end of this phase should see it as among the leaders of the industry.

Three other major productions will be available for release in the coming months, two of which — *Hunchback of Paris* and *Jeannie* — have completed photography and the third — *Love in the Afternoon* — is almost completed. Distribution of these films will follow the AA policy of having several top-bracket pictures each year in addition to the regular program.

Hunchback of Paris was produced in CinemaScope and Technicolor in Paris by Robert and Raymond Hakim and stars Gina Lollobrigida and Anthony Quinn. *Jeannie* was filmed in London in CinemaScope and color by Marcel Hellman and stars Vera-Ellen and Tony Martin. *Love in the Afternoon* is being produced and directed in Paris by Billy Wilder and stars Gary Cooper, Audrey Hepburn and Maurice Chevalier.

Awaiting release are *The Oklahoman*, with Joel McCrea; *Dragon Wells Massacre*, starring Barry Sullivan, Dennis O'Keefe, Mona Freeman and Katy Jurado; *The Cruel Tower*, with John Ericson, Mari Blanchard and Charles McGraw; *Blonde Sinner*, with Diana Dors; *High Terrace*, produced in England and starring Dale Robertson; and *54 Washington Street*, with George Montgomery.

Currently in distribution are *Three for Jamie Dawn*, starring Laraine Day, Ricardo Montalban, Richard Carlson and June Havoc; *Magnificent Roughnecks*, with Jack Carson, Mickey Rooney, Nancy Gates and Jeff Donnell; *Hold Back the Night*, starring John Payne and Mona Freeman; *Canyon River*, with George Montgomery and Marcia Henderson; *The Young Guns*, starring Russ Tamblyn and Gloria Talbott; and *Strange Intruder*, with Ida Lupino, Edmund Purdom, Ann Harding and Jacques Bergerac.

Allied Artists is considering producing pictures expressly for television and these will be handled by the company's wholly-owned subsidiary, Interstate Television Corporation, which has been distributing old Allied Artists theatrical pictures and several filmed series.



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Variviews



Advice

GEORGE HEIBER witnessed this scene at the *My Fair Lady* boxoffice. A fellow asked for two tickets during the next few weeks, making a special plea out of it by explaining that after that he would be out of the country for a couple of years. The old fellow in the ticket wicket smiled in a kindly way. "Come back then," he assured him quietly. "We'll be here" . . . *Grip Gripe*: In his *Montreal Star* review of *Salad Days*, at Her Majesty's Theatre, Walter O'Hearn noted that the stagehands got caught onstage a few times "and hence run the risk of criticism, just the same as other performers. As perhaps the best paid members in the theatrical industry today they ought to be more nimble" . . . *Variety* editorial, called *Handouts Vs. Reporting*, talks about the iggies who get mad if you don't run the stencilled story just the way they issued it. A Hye fie on them. But how about the executive to whom you suggest a subject for a story? He agrees and gets his press department to prepare it. Then he sends it to the opposition too, nullifying your journalistic enterprise — and you don't realize you should not have given it the space an exclusive commands until you see it elsewhere. I even know one guy who will phone me a story — then suggest that after I write it I give a copy to the other papers! . . . *Uncle Willie*, the play in which Menasha Skulnik will open on Broadway December 5, initiates the Circle as a legit house on December 27. On that date Samy Sales opens in the play.



MARTIN SIMPSON of the Downtown Theatre told me a story that's topical. A draftee returned to the dressing room with a certificate stamped "MU" — meaning, he explained, "Medically Unfit." Cause? The truss he was wearing. The next guy due before the medico, a sharpie, borrowed the truss.

The doctor asked him how long he had been wearing a truss and was told five years. He issued a certificate stamped "ME." The draftee asked what those letters meant.

"Well," explained the medico, "anyone who can wear a truss upside down for five years can ride a camel. 'ME' — Middle East."

WOULDN'T THIS be the time and place to revive the story about the moppet and the department store Santa Claus? All the other kids shook hands with Santa and told him what they wanted. This one took a swift kick at his shins.

"That," he said "was for last year."

JUDGING the USA elections from the Canadian view it would seem that Eisenhower won and the Republicans lost. . . A man had spent hours beside a small sign at the side of the road and someone finally asked why. He pointed to the sign: "Watch For Pedestrians." Then explained: "I'm waiting for the watch. I can use one." My 11-year-old nephew, John Sweigen, told me that story . . . *The Happy Millionaire*, starring Walter Pidgeon at the Royal and NY-bound, is nothing — with too much ado. Pidgeon, playing an elder socialite of the 1910-20 decade who just can't restrain his bounding vitality and his inclination for body-to-body athletics, offers no more than strained, noisy creaking. Needs a younger man made up as an older one . . . *Hooray!* You can now buy the NY Post on some Toronto stands . . . *Maybe Joe E. Brown's* autobiography (with an assist by Ralph Hancock), *Laughter Is a Wonderful Thing*, will tell whether he's man or mouth. I understand the great old trouser is all heart . . . *Fake wrestling*, so popular today, isn't new. Pretended raging was all the rage in Britain over 50 years ago. It began there with Hackenschmidt . . . Any of you Western lads going to bring me a pair of Grey Cup tickets when you come in for the MPICC meetings and the game? . . . *PRM, Inc.'s* TV features, which it got from Warners, will be sold in Canada through a setup now being established. The earsay is also that one of the best-known Toronto film sales execs will leave his post to head the new company, which will get physical distribution from the firm its name has been most connected with.

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*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal

HARDLY A WRITER of theatrical doings but what he's had hopefuls haunt him for advice. In Bernard Sobel's *Theatre Handbook* (Crown) Ward Morehouse, who was part of the New York scene for many years as a critic and columnist, gives some interesting advice:

"If you're asking me, I'd forget the dreary job hunt. Let somebody else do the pavement pounding. Skip Equity. Just put on your nicest clothes, decide to be either demure or animated or both, and get somebody to take you to Twenty-One around cocktail time. Get a good table where you can see everybody and be seen—try to get as near as possible to George Jean Nathan's corner—and just sit there. In an hour you'll see more managers (and even critics and columnists) than you've ever set eyes on in a month. Or a season. And if you've got what it takes to get a part, and to get on in a heartbreaking business, you'll be noticed, and by showmen who'll give you an immediate appointment."

That's for Broadway. I suppose it could be true, in a smaller way, about Toronto or Montreal, where there are cocktail parties, premieres and after-theatre places.

However, his suggestion may get you there but it won't keep you there without talent. In *Broadway Heartbeat*, issued by Hermitage in 1953 as Sobel's memoirs of press agency, he wrote: "A theatrical producer can't be bothered about the little people. He must be ruthless. If he stopped to be humane about dismissals, substitutions, cutting out numbers, retaining songs and the multiple details that represent the aims, ambitions and accomplishments of the many people who make up his shows, he would be lost."

Sobel ought to know. He was, at different times, the press agent for Florenz Ziegfeld and Earl Carroll.

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T GEORGE
STEVENS'

PRODUCTION

FROM THE NOVEL BY
EDNA FERBER

Review

THE BURNING HILLS

(From The Film Daily, NY)

with Tab Hunter, Natalie Wood,
Skip Homeier.

(CinemaScope-Technicolor)

Warners 94 Mins.

PLENTY OF ACTION IN THIS OUT-
DOOR WESTERN. STARS SHOULD GO
BIG WITH TEEN-AGERS. FAST ENOUGH
PACE TO INTEREST ALMOST ANY
AUDIENCE.

Producer Richard Whorf has come up with one that's solid entertainment in the Western field. A provocative opening points a question that's answered half-way through the story line, but the story never lags. Its pace is fast and sure; always aimed at getting the most of each sequence.

Stars Tab Hunter and Natalie Wood, both tops at the moment with teen-age fans, should spell big boxoffice on this one, and promise even more in the future. They work well together.

The good supporting cast includes Skip Homeier, Eduard Franz, Earl Holliman, Claude Akins and Ray Teal. Homeier, in particular, comes through powerfully in his role of the "heavy."

Ted McCord has captured some beautiful outdoor locations in the CinemaScope-Technicolor footage; another selling point. The screenplay by Irving Wallace, based on Louis L'Amour's novel, has a sharp, clipped appeal nicely underscored by the music of David Buttolph.

There's two-fisted action aplenty for those who want it, as well as the thread of romance that develops between Miss Wood and Hunter.

CAST: Tab Hunter, Natalie Wood, Skip Homeier, Eduard Franz, Earl Holliman, Claude Akins, Ray Teal, Frank Puglia.

CREDITS: Producer, Richard Whorf; Director, Stuart Heisler; Screenplay, Irving Wallace; Based on the novel by Louis L'Amour; Photography, Ted McCord.

DIRECTION: Very Good.

PHOTOGRAPHY: Fine.

AA Buys 'Rio Bravo'

Producer Lindsley Parsons of Allied Artists has purchased the screen rights to Rio Bravo, a Fawcett Gold Medal novel by Gordon Shirreffs, and will star John Ericson in the adventure romance. Much of the CinemaScope and color film will be shot at Kanab, Utah.

Glenn Ford Cast In Columbia Film

Glenn Ford returns to Columbia in a completely off-beat role as the star heavy in Three-Ten to Yuma, a cold-blooded killer, leader of a band of desperadoes, with a nimble mind and a subtle sense of humor. Delmer Daves will direct the outdoor drama, which will have an Arizona location. David Heilweil will produce, from a screenplay by Halstead Welles.

12-Month Business

(Continued from Page 1)

Composers, Authors and Publishers Association of Canada were described as out of line with actual attendance and much higher than those for indoor theatres. The Capac charge is for three passengers per car but Frank Kershaw, drive-in circuit operator, said that a check showed the per-car figure to be 2.6.

Here are some of the problems of the industry, as discussed:

Amusement Tax—E. R. Hughes, deputy provincial secretary, told the meeting that the government was aware of the exhibitors' troubles, as shown by its recent reduction of the ticket tax, and that it was giving consideration to its elimination. Film entertainment is now part of our way of life, he said, and this led the government to the steps it had already taken. It was his opinion that few municipalities would ask the government for the right to collect an amusement tax, mainly because of the high cost of collecting. Joe Godfrey of Picture Butte pointed out that films coming into Calgary on TV weren't taxed and this was unfair.

Projectionists—H. Burkell, chief inspector of theatres, explained that it had become hard to stay in touch with projectionists because many found they could make more money in some other line and moved away. A single Efficiency Certificate may do away with the present three grades.

Safety Film—The statements of some exhibitors that safety regulations can be changed because all film was now acetate stock was disputed by Burkell, who named theatres using nitrate films.

Licence Fees—There is an unwarranted difference in the licence fees of drive-ins compared with indoor theatres. Dan Boyle, Fort McLeod, said that his indoor theatre, open 12 months, paid \$40 but his drive-in, open four months, cost \$100. Mr. Hughes took note of this.

Censorship—Gordon Brewerton, Cardston, spoke of the Calgary Herald's criticism of Col. P. J. A. Fleming's work and a resolution endorsing his high standard of censorship was passed.

Press—The matter of over-criticism of films by a reviewer whose work appears in several Alberta papers was discussed. It was agreed that little could be done about him.

High Rentals—A committee of three was appointed to interview members who felt that their film rentals were too high. Some members agreed that the individual and not the association would have to handle this problem.

Publicity—There was much talk of the need of attracting support

for the industry from the newspapers and of other ways of maintaining public interest.

Giveaways—Their legality came in for discussion. Suggestions that a lawyer be hired and a special fund created were not acted on because the federal government may table a report on them at the next sitting of Parliament.

'This Could Be The Night'

Jean Simmons, Paul Douglas, Joan Blondell and Anthony Franciosa star in MGM's This Could Be The Night, now before the cameras.

Review

THE SEARCH FOR BRIDEY MURPHY

(From The Film Daily, NY)

with Teresa Wright, Louis Hayward,
Nancy Gates.

Paramount (VistaVision) 84 Mins.
TIMELY, TOPICAL EXPLOITATION
FEATURE BASED ON BERNSTEIN BEST-
SELLER. SHOULD CAUSE INTEREST
AND CONTROVERSY IN MOST COM-
MUNITIES.

Based on Morey Bernstein's best-seller which has caused excitement and controversy nation-wide, Pat Duggan's production is a natural for all forms of exploitation. In this respect, the picture should sell well and interest those who've heard previous reference to the Colorado housewife whose strange tale is revealed herein.

Noel Langley directed from his own screenplay and has done a creditable job on both counts. Using flashbacks, the director is able to illustrate many of the events recalled by Mrs. Simmons during her hypnotic trances. This adds considerably to the interest and enjoyment of the picture.

Teresa Wright, as Mrs. Simmons, Louis Hayward, as Bernstein, who hypnotizes her, and Nancy Gates, as his wife, head the cast. Their performances stand up well, with special applause going to Miss Wright. Her slight Irish accent when she believes herself to be Bridey is just right.

Hayward becomes interested in hypnotism and experiments with several of his friends. One, Miss Wright, is particularly receptive. One evening, while in a trance, Miss Wright's voice takes on an Irish quality and she becomes Bridey Murphy, of Ireland, circa 1800. Activities and events are recorded which substantiate her revelations while under hypnosis. Hayward begins his book, and Miss Wright settles down to normal routine again.

CAST: Teresa Wright, Louis Hayward, Nancy Gates, Kenneth Tobey, Richard Anderson, Tom McKee, Janet Riley.

CREDITS: Producer, Pat Duggan; Director, Noel Langley; Screenplay, Noel Langley; Based on the book by Morey Bernstein; Photography, John F. Warren.

DIRECTION: Fine.

PHOTOGRAPHY: Good.

Review

LUST FOR LIFE

(From The Film Daily, NY)

with Kirk Douglas, Anthony Quinn,
James Donald.

MGM (CinemaScope-Metrocolor) 122 Mins.

EXCEPTIONALLY FINE AND AB-
SORBING DRAMA FASHIONED FOR
MASS APPEAL AND ALSO TO ATTRACT
THE DISCRIMINATING FILMGOER. IT
OFFERS A BEAUTIFUL PARADE OF
COLOR CANVASES.

The stormy, eccentric, love-spurned life of the great painter Vincent Van Gogh has been turned into a picture of outstanding merit and appeal. In the role of Van Gogh, Kirk Douglas does a beautiful job of capturing the fire and beauty of the old master. The production was filmed in towns and countrysides in Holland and France where Van Gogh actually lived and it comes off with striking effect.

The settings are of such beauty that the viewer gets the feeling he is looking at a great canvas itself. The film has the unique quality of possessing mass appeal, yet it has all the endowments to draw the discriminating theatre-goer. It is the type of picture that can be brought back and be seen again and again. As such it is sure to reap good returns.

The screenplay by Norman Corwin is based on the best-selling novel of the same name some years back by Irving Stone. Van Gogh's was the painful tragedy of the artist who goes unrecognized in life and is acclaimed in death.

Vincente Minnelli as director, John Houseman, producer, and F. A. Young and Russell Harlan, directors of photography, can well be proud of their work.

Anthony Quinn turns in a strong, impressing performance as Paul Gauguin the artist who shares an apartment with Van Gogh for a brief and fiery period; while Everett Sloane, as a doctor friend, illumines the role with his usual brilliance.

CAST: Kirk Douglas, Anthony Quinn, James Donald, Pamela Brown, Everett Sloane, Niall MacGinnis, Noel Purcell.

CREDITS: Producer, John Houseman; Director, Vincente Minnelli; Associate producer, Jud Kinberg; Screenplay by Norman Corwin; Based on the novel by Irving Stone; Director of photography, F. A. Young, Russell Harlan.

DIRECTION: Excellent.

PHOTOGRAPHY: Excellent.

Borgnine Signed For United Artist Film

Ernest Borgnine has been signed by the Hecht-Hill-Lancaster Companies to star with Burt Lancaster and Tony Curtis in Sweet Smell of Success, which starts shooting soon on location in New York under the direction of Alexander Mackendrick for United Artists release.

Borgnine will play the role of a Broadway theatrical agent whose maneuvers mesh with those of Burt Lancaster, a newspaper columnist, and Tony Curtis, a press agent.

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